



**WEWS**

# ORDER

Flight Dates **09/11/12-09/17/12**

Contract / Revision      **304801 /**

Original Date / Revision  
07/16/12    09/12/12

Advertiser **Crossroads GPS**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

Issue. **09.11.12-09.17.12**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **974**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	79	\$90,525.00	\$106,500.00	0.00
<b>Totals</b>	<b>79</b>	<b>\$90,525.00</b>	<b>\$106,500.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	79	\$90,525.00	\$106,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/11/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--					4	\$450.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 2	WEWS	09/11/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$500.00	P-2	0.00	NM	8	\$4,000.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **304801**      Flight Dates **09/11/12-09/17/12**

Hiatus Dates

Original Date / Revision    07/16/12/    09/12/12

Order Sep    00:20:00

Advertiser    **Crossroads GPS**

Product **Issue. 09.11.12-09.17.12**

Estimate #    **974**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/11/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$500.00	P-2	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	8		\$500.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 3	WEWS	09/11/12	09/17/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$800.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 4	WEWS	09/11/12	09/17/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$450.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 5	WEWS	09/11/12	09/17/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$800.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 6	WEWS	09/11/12	09/17/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$1,100.00	P-2	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	8		\$1,100.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 7	WEWS	09/11/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$1,500.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 8	WEWS	09/11/12	09/17/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$1,800.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 9	WEWS	09/11/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,600.00	P-3	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$1,600.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 10	WEWS	09/11/12	09/17/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$1,800.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 11	WEWS	09/11/12	09/17/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$800.00		0.00						
Week:		09/17/12	09/23/12	-----	0		\$0.00		0.00						
N 12	WEWS	09/11/12	09/17/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **304801**      Flight Dates **09/11/12-09/17/12**

Hiatus Dates

Original Date / Revision   07/16/12/   09/12/12

Order Sep   00:20:00

Advertiser   **Crossroads GPS**

Product **Issue. 09.11.12-09.17.12**

Estimate #   **974**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	09/11/12	09/17/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	- TWTF-S					5	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/15/12	09/15/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$20,000.00		0.00			
N 14	WEWS	09/16/12	09/16/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$500.00		0.00			
N 15	WEWS	09/16/12	09/16/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$2,000.00		0.00			
N 16	WEWS	09/16/12	09/16/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					2	\$1,200.00		0.00			
N 17	WEWS	09/17/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$450.00		0.00			
N 18	WEWS	09/17/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					3	\$500.00		0.00			
N 19	WEWS	09/17/12	09/17/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$800.00		0.00			
N 20	WEWS	09/17/12	09/17/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$450.00		0.00			
N 21	WEWS	09/17/12	09/17/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$800.00		0.00			
N 22	WEWS	09/17/12	09/17/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$1,100.00		0.00			
N 23	WEWS	09/17/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$1,500.00		0.00			
N 24	WEWS	09/17/12	09/17/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

Estimate # **974**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N24	WEWS	09/17/12	09/17/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M-----	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$1,800.00	0.00				
N25	WEWS	09/17/12	09/17/12	M-F 7-730p 7-730p The List	CM	7-730p	M-----	:30	1	\$1,100.00	P-1	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$1,100.00	0.00				
N26	WEWS	09/17/12	09/17/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	M-----	:30	1	\$1,100.00	P-1	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$1,100.00	0.00				
N27	WEWS	09/17/12	09/17/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	M-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$800.00	0.00				
N28	WEWS	09/17/12	09/17/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$2,000.00	0.00				
N29	WEWS	09/17/12	09/17/12	Monday Prime Special Monday Prime Special	CM	CMA Music Festival	M-----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$4,000.00	0.00				
N30	WEWS	09/11/12	09/12/12	M-F 9-10a M-F 9-10a	CM	9-10a	-TW----	:30	2	\$700.00	P-1	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/10/12	09/16/12	-TW----		2			\$700.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WEWS	09/10/12-09/16/12		M-F 9-10a		9-10a		-TW-----	:30	<del>(\$700.00)</del>	0.00	NM		
See MG 30.3														
[Network Breaking News]														
3	WEWS	09/14/12-09/14/12		M-F 9-10a		9-10a		-----F----	:30	\$700.00	0.00	NM		
Ⓜ MG for 30.2 09/11														
Totals													79	\$106,500.00